# SOUTH CAROLINA FRUIT AND VEGETABLE OUTLET INVENTORY OVERVIEW

### **Background**

Partners from the South Carolina Department of Health and Environmental Control (DHEC), the South Carolina Department of Agriculture, the South Carolina Department of Social Services, and the South Carolina Association of Farmers Markets developed the South Carolina Fruit and Vegetable Outlet Inventory. This inventory identifies farmers markets and roadside markets (farm stands) with predictable locations and hours where fruits and vegetables are sold. DHEC regional community health staff conducted the South Carolina Fruit and Vegetable Outlet Inventory at the local level. Two hundred and twenty-nine inventories were conducted throughout April, May, and June 2015.

## Uses of the SC Fruit and Vegetable Outlet Inventory

The information collected through the inventory is analyzed as part of larger evaluation efforts in the state to better understand the impact fruit and vegetable outlets have on improving access to healthy foods. The outlets identified are compiled into a directory and mapped to promote locations where community members can purchase fresh fruits and vegetables. Results from the inventory are included as part of SCale Down and the SC Obesity Action Plan. The information obtained from the inventory will also help partners identify areas of the state with minimal fresh produce options and focus efforts on improving access in those areas.



#### Of the 94 Farmers Markets\*

- 12 are open year-round
  - 6 are open 5 or more days per week
  - 6 are open less than 5 days per week
- 23 are open more than six months
  - 23 are open less than 5 days per week
- 59 are open less than six months
  - 1 is open 5 or more days per week
  - 58 are open less than 5 days per week

#### Of the 135 Roadside Markets\*

- 47 are open year-round
  - 38 are open 5 or more days per week
  - 9 are open less than 5 days per week
- 52 are open more than six months
  - 47 are open 5 or more days per week
  - 5 are open less than 5 days per week
- 36 are open less than six months
  - 31 are open 5 or more days per week
  - 5 are open less than 5 days per week

#### **Average Number of Customers\***

- 47 outlets serve more than 500 customers per week
- 23 outlets serve 300–500 customers per week
- 51 outlets serve 150–300 customers per week
- 40 outlets serve 100–150 customers per week
- 48 outlets serve fewer than 100 customers per week

20 outlets did not respond to the number of customers they serve per week